Note for DAlessandro, Giuseppe

From: Sinha, Arun

Date: Tue, Aug 31, 1993 9:01 AM

Subject: FW: Competitive Activity

To: DAlessandro, Giuseppe; Davis, Nancy; Garguilo, Thomas; Mahan, Michael; Mikulay, Robert; Murphy, Mike; Rush, Sonya

FYI. This is to add to our collection of competitive action report.
Thanks,
Arun

2060167275

From: Vasquez, Steve on Mon, Aug 30, 1993 5:41 PM
Subject: FW: Competitive Activity
To: Sinha, Arun

2060167276

Arun....Thought you'd find this interesting...as you can see there is some activity on the low end which will no doubt have an impact upon our Cambridge business. Steve

---

From: Welu, Kurt on Sun, Aug 29, 1993 11:08 PM
Subject: Competitive Activity
To: Vasquez, Steve

Steve,

RJR is buying down Monarch $3.00 to $4.00 per carton in the Omaha/Council Bluffs area. In addition, they offer B1G1F plus match any competitive offer.

Examples: 4-ACES in Omaha bought 1000 cartons of Monarch at $4.00 OFF. They Retail these at 85¢ per pack.

Florence Rexall Drug bought 1000 cartons of Monarch @ $3.00 OFF per carton. Retail is 99¢ per pack.

Tobacco Hut in Council Bluffs bought 1500 cartons of Monarch @ $4.00 OFF. Plus additional 20¢ per 3-pack to match Best Buy from Farner Bocken. RJR re-purchased 500 of these cartons to wrap B2G1F. Three packs of Monarch Retail at $1.80 or 60¢ per pack!

Moving West the scenario changes. GPC is the big player in the Kearney/Grand Island area. They coupon anywhere from $1.50 to $3.00 per carton to make sure they are the lowest in the stores where GPC has distribution. Without coupons, GPC is priced the same as Cambridge/Doral.

2060167277

Source: https://www.industrydocuments.ucsf.edu/docs/gfxm0004